

## **CCLHO Priority Areas from January 2008 conference**

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### **1. Public Health 201 curriculum for local health departments**

- ☐ Define and clarify the concept of "Social Determinants of Health" and the link to chronic disease conditions. Discuss healthy equity, health inequalities, and health disparities. Why is this important? What is the role of public health departments?
- ☐ How do public health departments begin to think about, and ultimately, reorganize their programs from individual behavior focus to population/community focus? Provide examples of other health departments' processes or successes.
- ☐ Discuss a broader perspective on health and considerations for modifying programs from categorically-based to integrated & cross-disciplinary efforts (i.e. consider early childhood education, environmental health, and mental health).

### **2. Data**

- ☐ Describe the connection between sound data and addressing health inequities.
- ☐ How can health departments build capacity for collecting & analyzing data on social determinants of health? How to sustain efforts? Provide examples.
- ☐ Offer various approaches to display data and health outcomes to influence elected officials & policy agendas (by census-tract, legislative/supervisory district).

### **3. Financing/Funding**

- ☐ Identify unique ways for staffing & program development based on current funding.
- ☐ Determine ways to optimize current funding (i.e. "blend" or "match" funds)? Address concerns about continuity, sustainability, and longevity of funding.
- ☐ Provide assistance with identifying funding opportunities for upstream population-based investments.
- ☐ Provide examples of how health departments can develop relationships/share resources with community partners, agencies, universities, private companies, etc.

### **4. Communications/Messaging**

- ☐ Describe the concepts of media advocacy and message framing.
- ☐ Provide guidance on strategy and development of media plans.
- ☐ Practice message framing for specific audiences (staff, community, businesses, elected officials) and on broader community issues (housing, planning, land use).

### **5. Community Engagement**

- ☐ Describe the concepts of community engagement & community capacity building.
- ☐ What skill set is needed to effectively work/partner with communities?
- ☐ Provide examples, best practices, promising models of community engagement.

### **6. Strategic Planning**

- ☐ Guide the development of health department vision, mission, logic model, & business plan regarding social determinants of health & chronic disease prevention.
  - ☐ Incorporate policy-advocacy considerations
  - ☐ Integrate cross-disciplinary programs.
- ☐ Describe tools to aid the process: health impact assessments, public meetings, data collection, analysis, & reporting, ensuring community input/feedback.